

# Heroes and 'malice' of the technology world

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## Heroes in the field of technology

### 1. Linus Torvalds



A beloved man behind his stout figure. Linus Torvalds, inventor and chief architect of the operating system and Linux kernel. These are people who hate software monopolies everywhere. The open source movement, where software code is developed in a collaborative and sharing way, has become a driving force in computing. It all started from the humble Torvalds and he was an ambassador of open source. He has also been among the top 100 most influential people of all time.

### 2. Larry Page and Sergey Brin

Google always follows the motto of "Don't Be Evil" to promote transparency and not violate each other's interests in the Internet world. However, there is still much debate about Google's unofficial slogan. But founder

Larry Page and Sergey Brin certainly bring Google many innovations and they have a lot of influence in many areas. For example, in addition to dominating the search market, Google Apps challenges Microsoft, the open-source Android operating system, which is popular with mobile and Chrome installations, and is web-friendly. This is a Linux-based operating system for netbooks. Moreover, the company also forced the Chinese Government to cease its censorship of search engines, despite the risk of profits in the country. Surely that doesn't go against the company's "Don't Be Evil" motto.

### **3. Tim Berners-Lee**



An engineer and British computer scientist, Tim Berners-Lee created an important thing in the late 80s. He invented the World Wide Web. It was in 1990 that Berners-Lee made the first successful communication between the server and the HTTP client over the Internet. Berners-Lee is still one of the heroes of the war to keep the Internet open, non-exclusive and free for all users.

### **4. Marc Benioff**

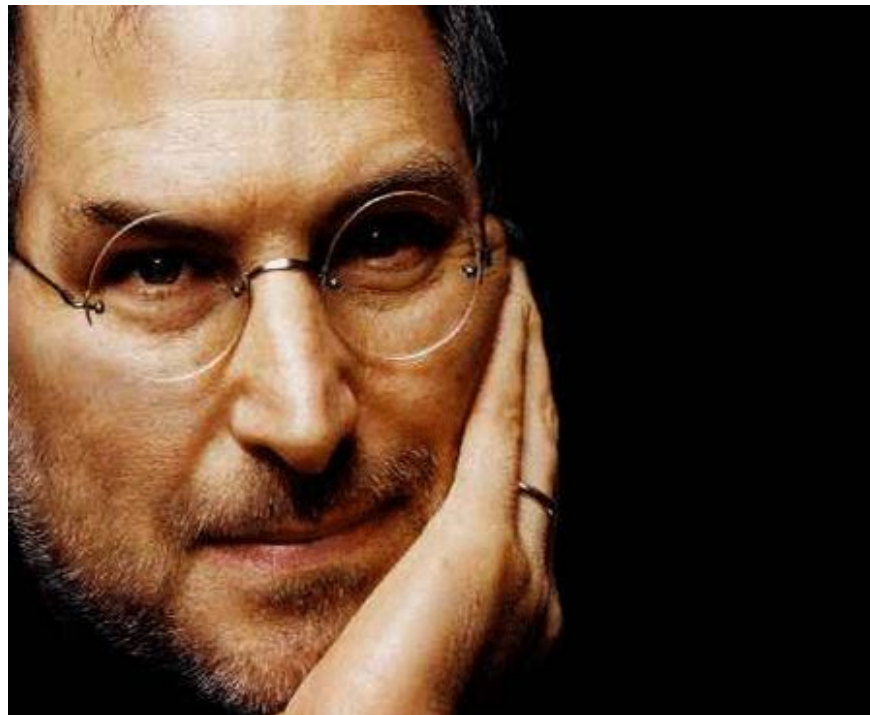
Benioff, CEO of salesforce.com, is a knowledgeable businessman and he is not afraid to let people know about it. His vision of 'software ending' is an excellent prediction and he has successfully used the SaaS model against well-known technology firms such as SAP and Microsoft. On the other hand, he is also a respectable philanthropist. Through his Salesforce Foundation, the company contributed 1% of employees' profits, assets and time to the community.

### **5. Steve Jobs**

Steve Jobs is the CEO of Apple and embodies the visionary mystique of technological innovation. His ideas and products changed the music industry like iTunes and iPods. He has brought multimedia features (and applications) to smartphones, especially the 'super product' iPhone currently widely used in the world. With those achievements, he deserves to be a hero in the technology world.

# "Fools" in the technology world

## 6. Steve Jobs



Apple's cryptic CEO is listed as a hero in the technology world with real innovations above. But he is also a mischief. While businesses look to blogs or Twitter as a less expensive but profitable advertising channel, Apple turns away from them. One trend Apple denies is talking to the world through blogs and providing interesting information about the company's operations. Even Apple employees do not know what products are being developed and are not allowed to disclose to the outside. So Jobs is also known as the ultimate slave controller. Moreover, the company is also known for providing misleading information about product plans for its employees. Besides, he and his close friends continue to keep product prices far beyond the reach of many people.

## 7. Larry Ellison



Jerk is a strong word but it is often used to describe Ellison CEO of Oracle. He is famous for being arrogant and cheering for a cruel culture. It is trading and buying back (among their competitors). Ellison also boasted too much of his wealth.

### **8. Steve Ballmer**

Steve Ballmer - Microsoft CEO does not like self-esteem like Ellison but he is known as an inferior bully. He is in charge of a technology firm that many people want to see them fail. Microsoft 's long history with a huge source of profits has stormed the field of software.

### **9. Mark Zuckerberg**

Zuckerberg is a rising star, has created a social network called Facebook but his sneaky tactics to get personal information (changing terms and conditions of security) and boosting revenue (via Beacon program to track user activities on other websites and publicize them on Facebook). That made him a "scoundrel" in the Web 2.0 world.

### **10. Bill Gates**

Why is well-known philanthropist Bill Gates also listed on the list of 'evil' heroes? That's because for decades, Microsoft co-founder used Windows dominance to push suspicious business tactics to curb competitors in many different markets. Besides, he was a ruthless businessman who never played by the rules. But Gate has shocked everyone with his charity work since leaving Microsoft. This is probably because he wants to let people forget past actions when he was in charge of a large technology firm.

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1. Bill Gates started hacking and founding Microsoft, how did he become the richest person in the world?

2. The amazing life of Amazon CEO Jeff Bezos
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